What is claimed is:

1. A laundry product composition comprising a stable mixture of:
    a) at least one water insoluble fabric care benefit agent; and
    b) at least one delivery enhancing agent.

2. A laundry product composition according to Claim 1 wherein the water insoluble fabric care benefit agent has a particle size of from about 1 nm to 100 microns.

3. A laundry product composition according to Claim 1 wherein the water insoluble fabric care benefit agent is a water insoluble silicone derivative.

4. A laundry product composition according to Claim 3 wherein the composition comprises from about 0.1% to about 10%, by weight of the composition, of the water insoluble fabric care benefit agent.

5. A laundry product composition according to Claim 3 wherein the composition comprises from about 0.01% to about 5%, by weight of the composition, of the cationic cellulose.

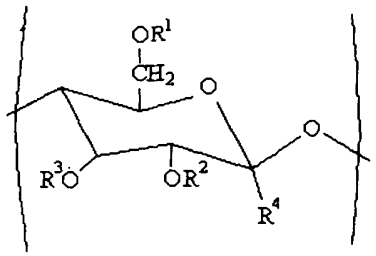
6. A laundry product composition according to Claim 1 wherein the stable mixture is formed in situ.

7. A laundry product composition according to Claim 1 wherein the composition further comprises from about 1% to about 80% of a surfactant.

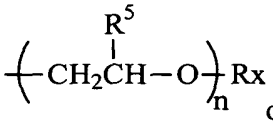
8. A laundry product composition according to Claim 1 wherein the composition further comprises from about 0.1% to about 80% of a builder.

9. A laundry product composition according to Claim 1 wherein the ratio of the delivery enhancing agent to the fabric care benefit agent is from about 1:50 to about 1:1.

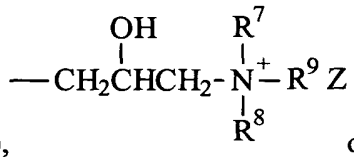
10. A laundry product composition according to Claim 1 wherein the cationic cellulose has the structure:



wherein R^1, R^2, R^3 are each independently H, CH_3, C_{8-24} alkyl (linear or branched),

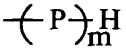


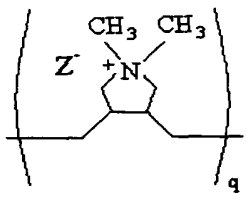
or mixtures thereof; wherein n is from about 1 to about 10; Rx is H,



CH_3, C_{8-24} alkyl (linear or branched), or mixtures thereof, wherein Z is a chlorine ion, bromine ion, or mixture thereof; R^5 is H, CH_3, CH_2CH_3, or mixtures thereof; R^7 is CH_3, CH_2CH_3, a phenyl group, a C_{8-24} alkyl group (linear or branched), or mixture thereof; and

R^8 and R^9 are each independently CH_3, CH_2CH_3, phenyl, or mixtures thereof:

R^4 is H,  , or mixtures thereof wherein P is a repeat unit of an addition polymer formed by radical polymerization of a cationic monomer



wherein Z' is a chlorine ion, bromine ion or mixtures thereof and q is from about 1 to about 10.

11. A laundry product composition according to Claim 3 wherein the silicone derivative is a non-functionalized silicone having a linear, grafted, or cyclic structure; a functionalized silicone; a copolymer with one or more different types of functional groups that is an

amino, alkoxy, alkyl, phenyl, polyether, acrylate, siliconhydride, mercaptoproyl, carboxylic acid, quaternized nitrogen, or mixture thereof, or a mixture thereof.

12. A laundry product composition according to Claim 11 wherein the non-functionalized silicone is polydimethylsiloxane.

13. A detergent laundry product composition comprising:

a) from about 1% to about 80%, by weight of the composition, of a detersive surfactant that is an anionic surfactant, cationic surfactant, nonionic surfactant, amphoteric surfactant, zwitterionic surfactant, or a mixture thereof;

b) from about 0.1% to about 10%, by weight of the composition, of a water insoluble fabric care benefit agent;

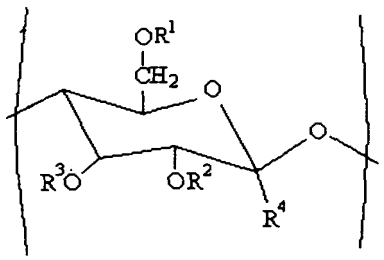
c) from about 0.01% to about 5%, by weight of the composition, of a delivery enhancing agent; and

wherein the ratio of the delivery enhancing agent to the fabric care benefit agent is from about 1:50 to about 1:1.

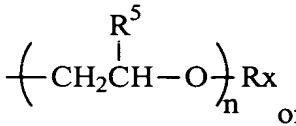
14. A detergent composition according to Claim 13 wherein the water insoluble fabric care benefit agent is a water insoluble silicone derivative.

15. A detergent composition according to Claim 14 wherein the delivery enhancing agent is a cationic cellulose.

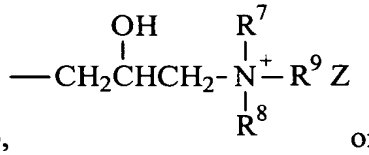
16. A detergent composition according to Claim 15 wherein the cationic cellulose has the structure:



wherein R^1, R^2, R^3 are each independently H, CH_3, C_{8-24} alkyl (linear or branched),

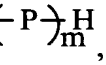
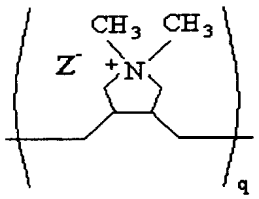


or mixtures thereof; wherein n is from about 1 to about 10; Rx is H,



CH_3, C_{8-24} alkyl (linear or branched), or mixtures thereof, wherein Z is a chlorine ion, bromine ion, or mixture thereof; R^5 is H, CH_3, CH_2CH_3, or mixtures thereof; R^7 is CH_3, CH_2CH_3, a phenyl group, a C_{8-24} alkyl group (linear or branched), or mixture thereof; and

R^8 and R^9 are each independently CH_3, CH_2CH_3, phenyl, or mixtures thereof:

R^4 is H,  , or mixtures thereof wherein P is a repeat unit of an addition polymer formed by radical polymerization of a cationic monomer  wherein Z' is a chlorine ion, bromine ion or mixtures thereof and q is from about 1 to about 10.

17. A detergent composition according to Claim 14 wherein the silicone derivative is a non-functionalized silicone having a linear, grafted, or cyclic structure; a functionalized silicone; a copolymer with one or more different types of functional groups that is an amino, alkoxy, alkyl, phenyl, polyether, acrylate, siliconhydride, mercaptoproyl, carboxylic acid, quaternized nitrogen, or mixture thereof, or a mixture thereof.

18. A laundry product composition according to Claim 17 wherein the non-functionalized silicone is polydimethylsiloxane.

19. A detergent composition according to Claim 13 wherein the composition is a liquid detergent.

20. A detergent composition according to Claim 13 wherein the composition further comprises a compatible enzyme.